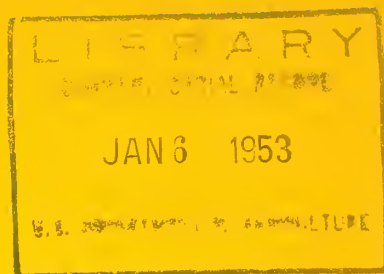


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Consumer **PURCHASES OF FRUITS AND JUICES**



in October
1952



UNITED STATES DEPARTMENT OF AGRICULTURE
BUREAU OF AGRICULTURAL ECONOMICS
AND
FRUIT AND VEGETABLE BRANCH
PRODUCTION AND MARKETING ADMINISTRATION

WASHINGTON 25, D. C.
November 1952

FOREWORD

This report presents data on consumer purchases during October 1952 of fresh citrus fruits, canned juices, frozen concentrated juices, ade bases, and dried fruits collected from a representative national sample of household consumers. It is issued as part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Note: Beginning with the current issue of this report a new method is used of projecting purchases by the national consumer panel families to a U. S. total basis. This results in slightly higher figures for U. S. purchases of lemons and grapefruit, and a somewhat higher total for oranges as compared with the previous method. This should be considered in comparing fresh fruit purchases with those of periods prior to October 1952.

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.

CONSUMER PURCHASES OF FRUITS AND JUICES
IN OCTOBER 1952

The data in this report represent purchases by household consumers only and do not include those by restaurants, hotels, hospitals, or other institutional outlets. Data for single months are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

SUMMARY

Householders bought about 10 percent more oranges and about the same amount of frozen concentrated orange juice during October 1952 as in the preceding month. Canned single strength orange juice purchases, however, were down about 4 percent. Purchases of oranges and products, on a fresh equivalent basis, totaled about 5,129,000 boxes. This was nearly the same amount as in September and about the same as a year ago. Householders bought 48 percent more frozen concentrated orange juice than in October a year ago but almost one-third less fresh oranges and one-fifth less canned orange juice. The lower price for frozen concentrated orange juice, compared with a year ago, was an important factor in this shift.

Consumers bought about 10 percent less of both grapefruit and canned single strength grapefruit juice in October than in the same month a year earlier. Purchases were equivalent to 1,575,000 boxes of grapefruit. Consumers paid about the same prices for canned juice as last year. This was true also for Florida fresh grapefruit. Prices of California-Arizona grapefruit were somewhat lower than last year.

Household purchases of lemons, lemon juice, and lemonade bases in October were equal to 327,000 boxes of fresh fruit, about the same as a year ago. Householders bought a somewhat smaller volume of lemons and lemonade bases than in October 1951, but these decreases were offset by larger purchases of bottled and canned lemon juice. Prices paid by consumers for lemons averaged 46 cents per dozen, almost the same as a year ago, and 12 cents per 5½-ounce can for lemon juice, up 2 cents.

Householders bought 7,181,000 cases of all canned single strength juices during October, 9 percent less than a year earlier. Smaller purchases of citrus juices except lemon juice accounted for most of the decrease.

Consumers increased their purchases of dried prunes to 4,650 tons, one-fourth more than in the preceding month and 6 percent more than in October last year. Prices paid were 2 cents a pound less than a year earlier. Dried peach purchases were up slightly, compared with October last year, but those of dried apricots declined as prices moved higher.

Householders bought slightly more domestic dates than a year earlier, while purchases of imported dates were almost unchanged. Consumers paid 4 cents per pound less for domestic dates, but prices for imported dates were about unchanged.

FROZEN JUICES AND ADE BASES

Purchases of frozen concentrated orange juice by householders amounted to 3,871,000 gallons during October 1952, about the same as in each of the five preceding months. During the early months of this period, prices paid increased somewhat but have been almost unchanged since August. Prices paid during October averaged 16.1 cents per 6-ounce can (fig. 4). Purchases in October were almost unchanged from the immediately preceding month but were 48 percent larger than in the same month last year. About 1 family in 4 bought frozen concentrated orange juice during the month. Purchases in October averaged about $6\frac{1}{2}$ of the 6-ounce cans per buying family.

Householders bought 169,000 gallons of frozen concentrated grape juice during October, considerably less than in the preceding month but about 50 percent more than in October last year (table 2). Prices paid were almost unchanged at an average of 22.5 cents per 6-ounce can.

Consumers bought about the same amount of frozen lemonade base in October as in this month last year--160,000 gallons (table 2). Prices paid averaged higher, 17.6 cents per 6-ounce can, compared with 14.9 cents a year ago. Only about 2.5 percent of all families purchased. Those that did buy averaged purchasing nearly 3 cans each during the month.

CANNED JUICES

Householders bought a total of 7,181,000 cases (equivalent No. 2 cans) of all canned single strength juices during October 1952, a decrease of 9 percent from a year ago. This decrease was accounted for primarily by smaller purchases of canned citrus juices except lemon juice. One-half of all families purchased one or more of the canned single strength juices during the month.

Householders reported buying 1,375,000 cases (equivalent No. 2 cans) of canned single strength orange juice during October, compared with 1,728,000 cases a year earlier (fig. 5). This was the largest decrease recorded for any of the canned single strength juices. Families that purchased orange juice during the month averaged buying practically the same amount as those that purchased last October, but not as many families bought orange juice. Consumers paid an average of 29 cents per 46-ounce can, 2 cents more than a year earlier. This average price was equal to that paid for pineapple juice during the month and was about 1 cent higher than the average price of tomato juice (table 1).

Consumers purchased 1,001,000 cases (equivalent No. 2 cans) of grapefruit juice during October, almost 100,000 cases less than a year ago. This decrease was the result of fewer families buying (table 1). Average purchases of families that bought grapefruit juice during the month were about

10 percent larger than a year ago. Householders paid an average of 23 cents per 46-ounce can, the same as in October 1951.

Orange-grapefruit blended juice purchases by householders during October amounted to 450,000 cases (equivalent No. 2 cans), also below those of a year earlier. This decrease was accounted for primarily by fewer families buying. Prices paid averaged about 26 cents per 46-ounce can, slightly higher than a year ago (fig. 5).

Householders bought the equivalent of 57,000 cases of No. 2 cans of lemon juice in October, an increase of more than one-third, compared with October 1951 (table 1). This increase was the result of both larger purchases per family and a larger number of families buying. Prices paid averaged 12 cents per 5½-ounce can, 2 cents higher than a year earlier.

Pineapple juice purchases by householders amounted to 1,310,000 cases (equivalent No. 2 cans) in October, practically unchanged from a year ago. The average price paid, 29 cents per 46-ounce can, was down 3 cents.

Householders bought 1,561,000 cases of tomato juice in October, the largest quantity of any of the single strength juices, but 5 percent less than they bought in October 1951 (table 1). While more families bought tomato juice during the month than a year ago, their average purchases were smaller. They paid an average of almost 28 cents per 46-ounce can, about 1 cent more than in October 1951.

Household consumers reported purchases of prune juice in October equal to 447,000 cases of No. 2 cans, more than in any month during the past year (fig. 9). Compared with a year ago, household purchases were one-fifth more. Prune juice was bought by a larger number of families than a year ago, and the average volume they purchased also was larger. Prices paid were almost unchanged at 32 cents per 32-ounce bottle.

FRESH CITRUS FRUIT

Householders bought only 1,261,000 boxes of fresh oranges during October 1952, about one-third less than a year ago. This decrease reflects the small remaining supply from the short crop of Valencia oranges in California this season. Purchases of California-Arizona oranges amounted to 933,000 boxes, compared with 1,371,000 in October 1951. With the movement of Florida oranges just beginning, consumer purchases amounted to only 138,000 boxes during the month. Prices paid by householders for California-Arizona oranges averaged 43 cents per dozen, 4 cents less than a year ago (fig. 6). The average for Florida oranges in October was 42 cents, 2 cents higher than a year earlier.

Household consumers bought less fresh grapefruit during October than during October of the two preceding years. They purchased a total of 545,000 boxes at an average price of 99 cents per dozen (fig. 7).

Householders bought 209,000 boxes of fresh lemons in October, slightly less than a year earlier (fig. 8). This small decrease, however, was offset by larger purchases of bottled and canned lemon juice, resulting in total lemon purchases by households during the month about equal, on a fresh fruit equivalent basis, to those of October 1951 (fig. 3). Consumers paid an average of 46 cents per dozen for lemons during October, about one-half cent more than a year ago.

DRIED FRUIT

Householders increased their purchases of dried prunes during October 1952 to 4,650 tons, about one-fourth more than in the preceding month and 6 percent more than in October last year. The larger purchases were associated with a decline of about 2 cents per pound, compared with a year ago, in the average price paid by consumers (fig. 9). Prices paid during the month averaged 24.7 cents per pound. About 1 out of 9 families purchased dried prunes during October, a moderate increase over the number in September, but a slight decline from the number buying a year ago. The amount purchased per buying family, however, was somewhat larger than a year ago.

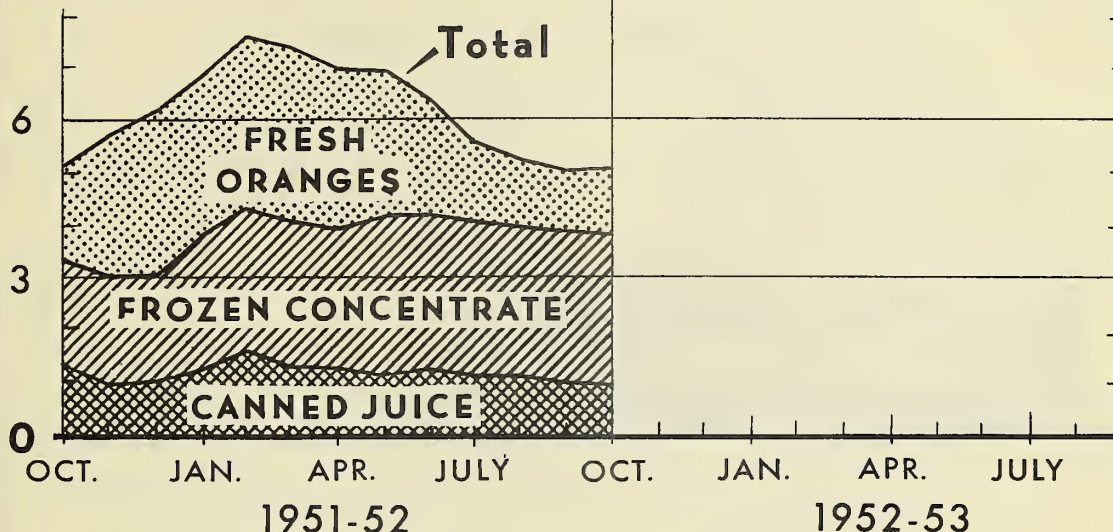
Consumers purchased nearly 360 tons of dried apricots in October, about one-seventh less than in the same month of 1951 (table 4). Smaller purchases were the result of considerably higher prices paid by consumers, averaging 66 cents per pound, compared with 59 cents in the same month last year.

Purchases of dried peaches by household consumers amounted to about 268 tons during October 1952. This represented an increase over purchases during this month last year, although prices paid averaged slightly higher at 44 cents per pound (table 4).

Dates purchased by U. S. families totaled 1,764 tons during October, almost unchanged from the amount bought during this month last year. Domestic dates accounted for about 887 tons, slightly more than a year earlier, and imported dates 750 tons, almost unchanged from last year (fig. 10). The origin of the remainder was not identified. Prices households paid for domestic dates during October were down 4 cents from a year ago, averaging 29.5 cents per pound. On the other hand, prices paid for imported dates were almost unchanged at an average of 44.9 cents per pound. About 3 families bought domestic dates for every 4 buying imported dates. Only about 7 percent of all families bought dates during the month, almost the same proportion as a year ago.

PURCHASES OF ORANGE PRODUCTS BY CONSUMERS

MIL. BOXES*



* FRESH ORANGE EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48913-XX BUREAU OF AGRICULTURAL ECONOMICS

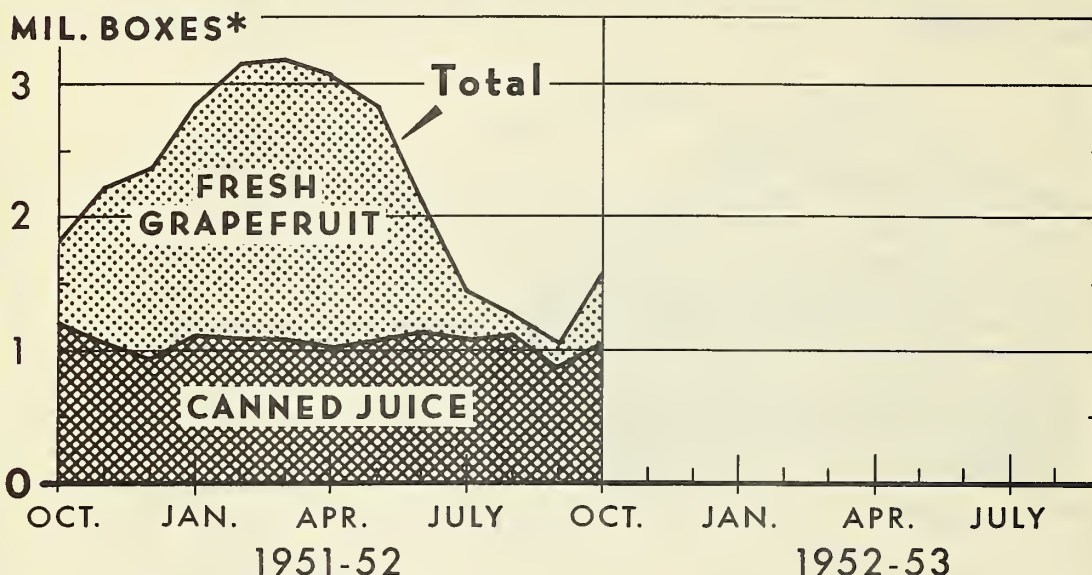
Fig. 1.--Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1951 to date

Period	Fresh oranges		Frozen concentrated orange juice		Canned single- strength orange juice 1/		Total	
	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	1,261	1,824	2,868	2,021	1,000	1,312	5,129	5,157
November		2,693		2,015		1,008		5,716
December		3,127		2,030		1,033		6,190
October-December 2/		8,202		6,609		3,649		18,460
January		3,101		2,528		1,289		6,918
February		3,275		2,774		1,607		7,656
March		3,301		2,737		1,399		7,437
October-March 2/		18,775		15,338		8,358		42,471
April		3,103		2,616		1,310		7,029
May		2,846		2,977		1,168		6,991
June		2,174		2,976		1,295		6,445
October-June 2/		27,451		24,551		12,421		64,423
July		1,530		2,942		1,133		5,605
August		1,307		2,860		1,116		5,283
September		1,147		2,890		1,004		5,041
Season 2/		31,738		33,908		15,923		81,569

1/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh oranges.

2/ The data on household purchases are based on 4 week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS



* FRESH GRAPEFRUIT EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48914-XX BUREAU OF AGRICULTURAL ECONOMICS

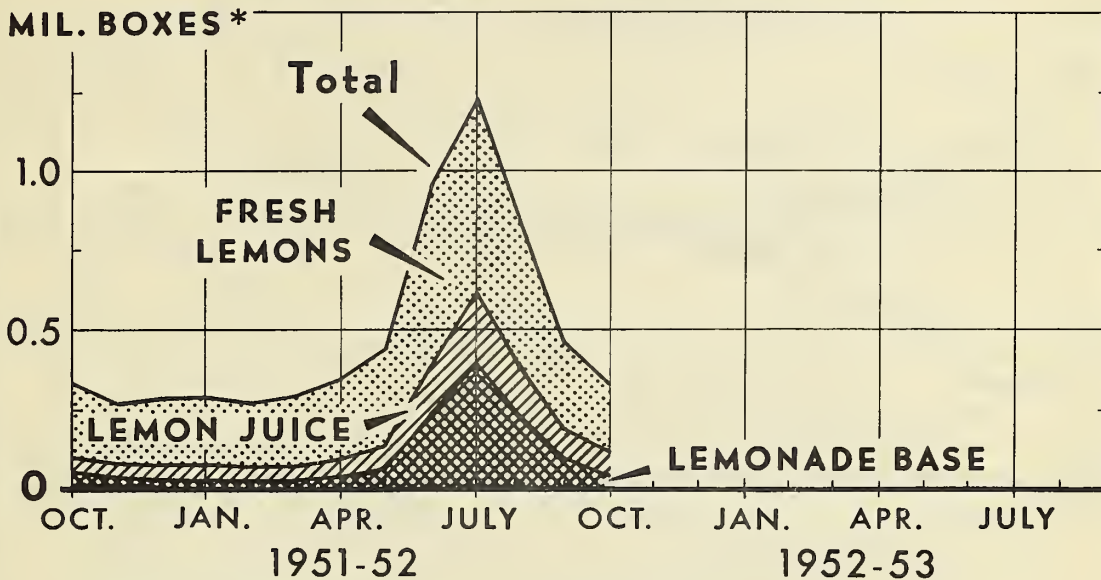
Fig. 2.--Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1951 to date

Period	Fresh grapefruit		Canned single-strength grapefruit juice 1/		Total	
	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	545	606	1,030	1,201	1,575	1,807
November		1,182		1,055		2,237
December		1,453		934		2,387
October-December 2/		3,638		3,478		7,116
January		1,732		1,110		2,842
February		2,033		1,099		3,132
March		2,113		1,082		3,195
October-March 2/		10,026		7,056		17,082
April		2,061		1,018		3,079
May		1,760		1,083		2,843
June		986		1,133		2,119
October-June 2/		15,147		10,534		25,681
July		363		1,087		1,450
August		179		1,100		1,279
September		150		898		1,048
Season 2/		15,907		13,849		29,756

1/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh grapefruit.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF LEMON PRODUCTS BY CONSUMERS



* FRESH LEMON EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48915-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 3.--Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1951 to date

Period	Fresh lemons		Lemon juice 1/		Lemonade bases				Total	
					Frozen		Total 2/			
	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	209	236	76	47	39	40	42	45	327	328
November		192		47		27		31		270
December		209		48		19		22		279
October-December 3/		683		150		92		106		949
January		206		53		22		24		283
February		202		45		18		23		270
March		218		51		21		25		294
October-March 3/		1,369		318		156		182		1,869
April		251		60		33		38		349
May		308		72		55		65		445
June		577		144		205		239		960
October-June 3/		2,589		615		469		547		3,751
July		598		225		336		400		1,223
August		452		154		200		228		834
September		269		95		86		98		462
Season 3/		4,012		1,139		1,134		1,298		6,449

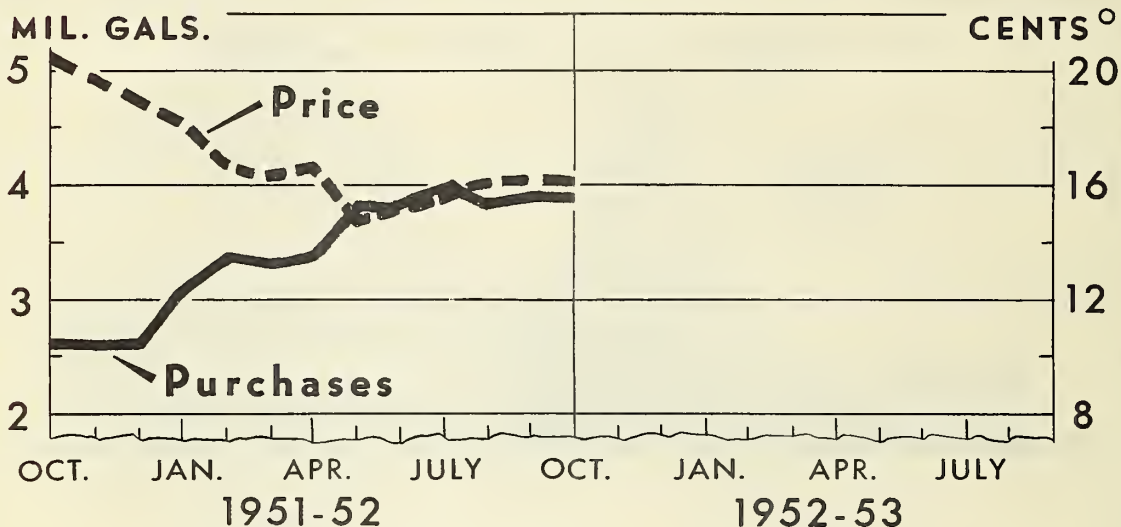
1/ Includes canned single strength lemon juice and small quantities of frozen concentrated and frozen single strength juice.

2/ Includes shelf pack lemonade base.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase total for each 3-month period.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



*PRICES PAID BY HOUSEHOLD CONSUMERS

^oPER CAN OF 6 OUNCES

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48916-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 4.--Frozen concentrated orange juice: Consumer purchases and average price paid, October 1951 to date

Period	Purchases		Average prices per 6 oz. can	
	1952-53	1951-52	1952-53	1951-52
	<u>1,000 gallons</u>	<u>1,000 gallons</u>	<u>Cents</u>	<u>Cents</u>
October	3,871	2,608	16.1	20.4
November		2,600		19.7
December		2,619		19.1
October-December ¹ / ₂		8,528		
January		3,060		18.2
February		3,358		16.7
March		3,314		16.3
October-March ¹ / ₂		19,096		
April		3,350		16.5
May		3,812		14.8
June		3,811		15.3
October-June ¹ / ₂		30,893		
July		3,970		15.6
August		3,859		16.1
September		3,900		16.2
Season ¹ / ₂		43,521		

¹/₂ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

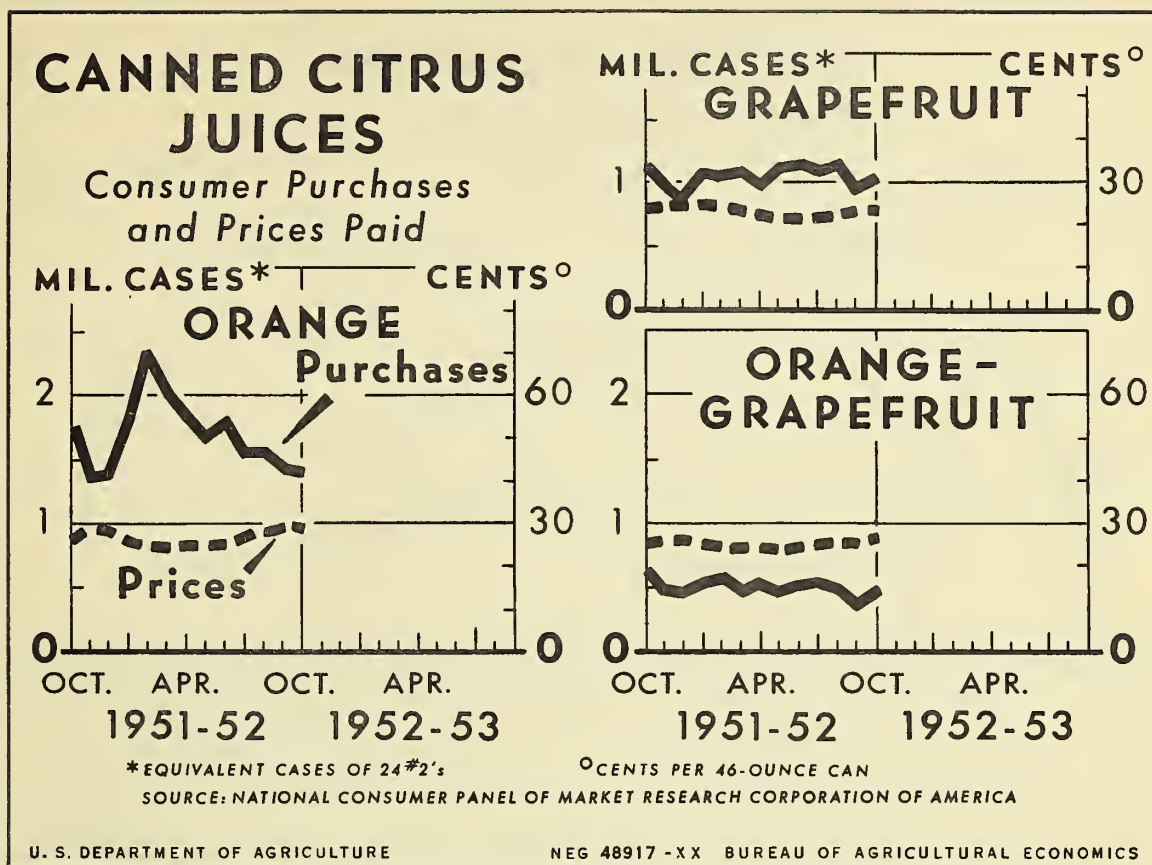


Fig. 5.--Canned citrus juices: Consumer purchases and average prices paid, October 1951 to date

Period	Orange				Grapefruit				Orange-grapefruit blend			
	Purchases		Average prices		Purchases		Average prices		Purchases		Average prices	
	1952-53 ¹	1951-52 ²	1952-53 ¹	1951-52 ²	1952-53 ¹	1951-52 ²	1952-53 ¹	1951-52 ²	1952-53 ¹	1951-52 ²	1952-53 ¹	1951-52 ²
	1,000 cases 1/	1,000 cases 1/	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October	1,375	1,728	28.8	26.7	1,001	1,099	23.0	23.1	450	611	26.4	25.0
November		1,325		28.3		996		23.7		477		26.2
December		1,377		28.2		868		23.8		448		25.8
October-December 2/		4,830				3,240				1,656		
January		1,812		26.6		1,068		24.0		528		25.3
February		2,309		24.6		1,041		23.1		557		24.4
March		2,016		24.4		1,062		22.2		474		23.4
October-March 2/		11,570				6,692				3,343		
April		1,817		24.9		988		21.9		506		24.0
May		1,615		25.1		1,091		21.2		460		23.7
June		1,790		25.3		1,126		21.2		511		24.5
October-June 2/		17,491				10,136				4,937		
July		1,540		27.1		1,075		22.1		524		24.9
August		1,538		27.7		1,116		22.3		473		25.6
September		1,428		29.0		936		22.9		336		25.9
Season 2/		22,036				13,491				6,383		

1/ Equivalent cases of 24 No. 2 cans - 432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

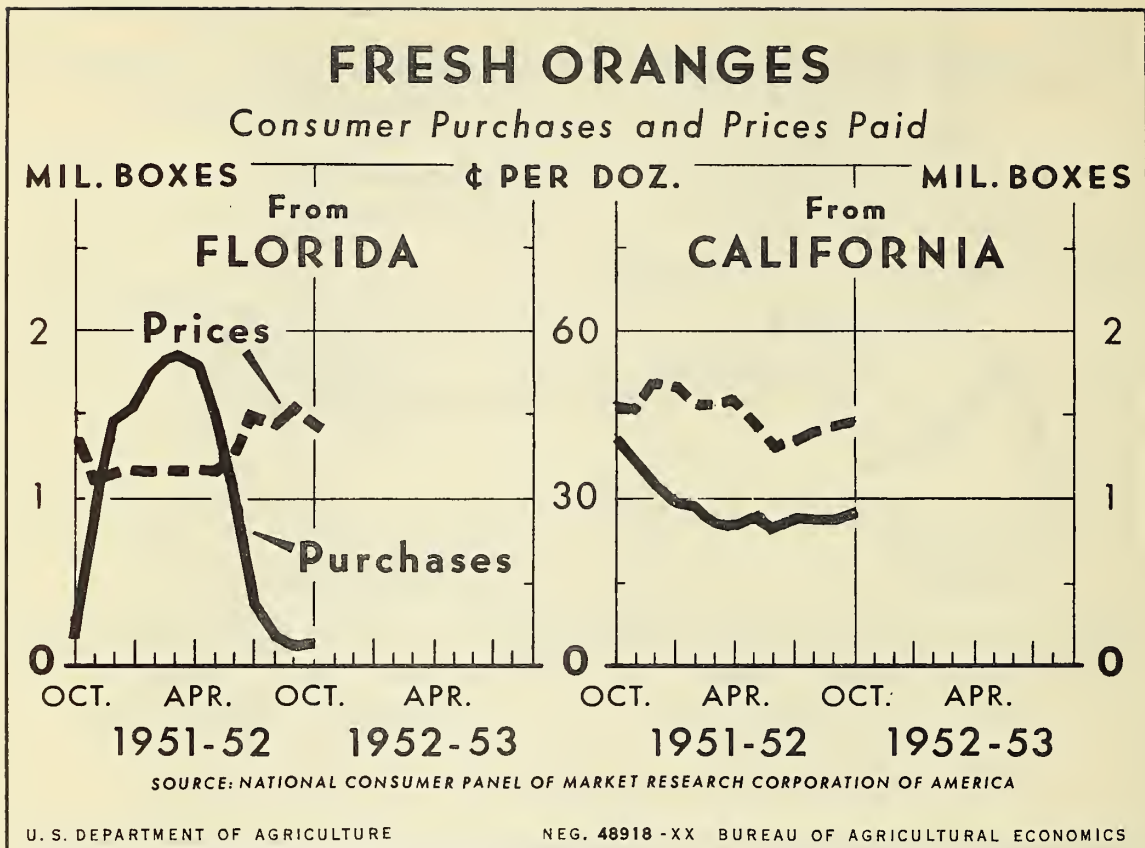


Fig. 6.--Florida and California-Arizona fresh oranges: Consumer purchases and average prices paid, October 1951 to date

Period	Florida				California-Arizona			
	Purchases		Average prices per dozen		Purchases		Average prices per dozen	
	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October	138	166	42.4	40.7	933	1,371	43.3	47.0
November		981		32.8		1,186		45.2
December		1,468		34.8		1,116		50.8
October-December 1/		2,921				3,874		
January		1,565		34.6		974		50.5
February		1,735		34.0		956		46.5
March		1,869		34.8		862		46.6
October-March 1/		8,572				6,917		
April		1,809		35.3		826		47.2
May		1,521		35.2		885		42.2
June		969		38.0		826		38.7
October-June 1/		13,155				9,632		
July		392		44.6		884		39.8
August		195		43.7		876		41.2
September		117		45.1		865		42.9
Season 1/		13,893				12,483		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

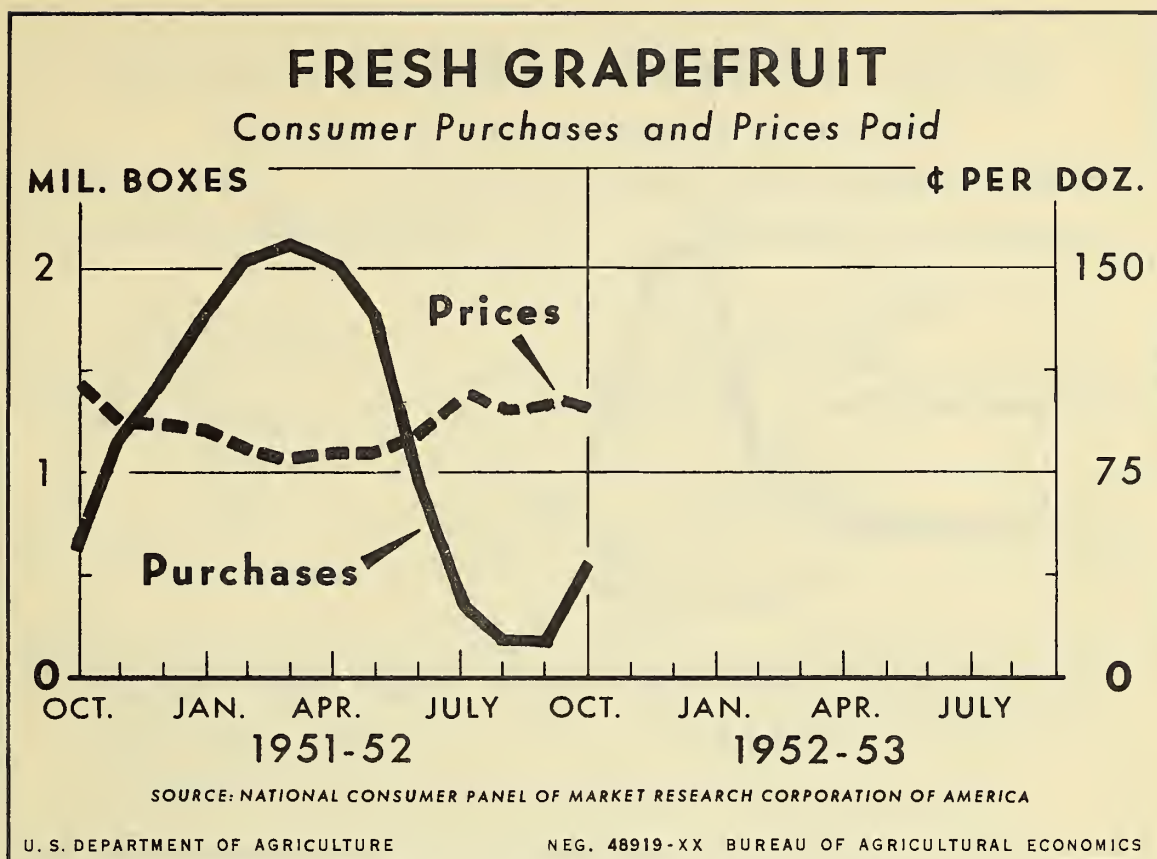


Fig. 7.--Fresh grapefruit: Consumer purchases and average prices paid, October 1951 to date

Period	Purchases		Average prices per dozen	
	1952-53	1951-52	1952-53	1951-52
	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>Cents</u>	<u>Cents</u>
October	545	606	99.0	106.0
November		1,182		93.5
December		1,453		92.4
October-December ^{1/}		3,638		
January		1,732		90.7
February		2,033		84.1
March		2,113		81.8
October-March ^{1/}		10,026		
April		2,061		83.0
May		1,760		84.4
June		986		90.9
October-June ^{1/}		15,117		
July		363		105.4
August		179		99.4
September		150		102.3
Season ^{1/}		15,907		

^{1/} The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

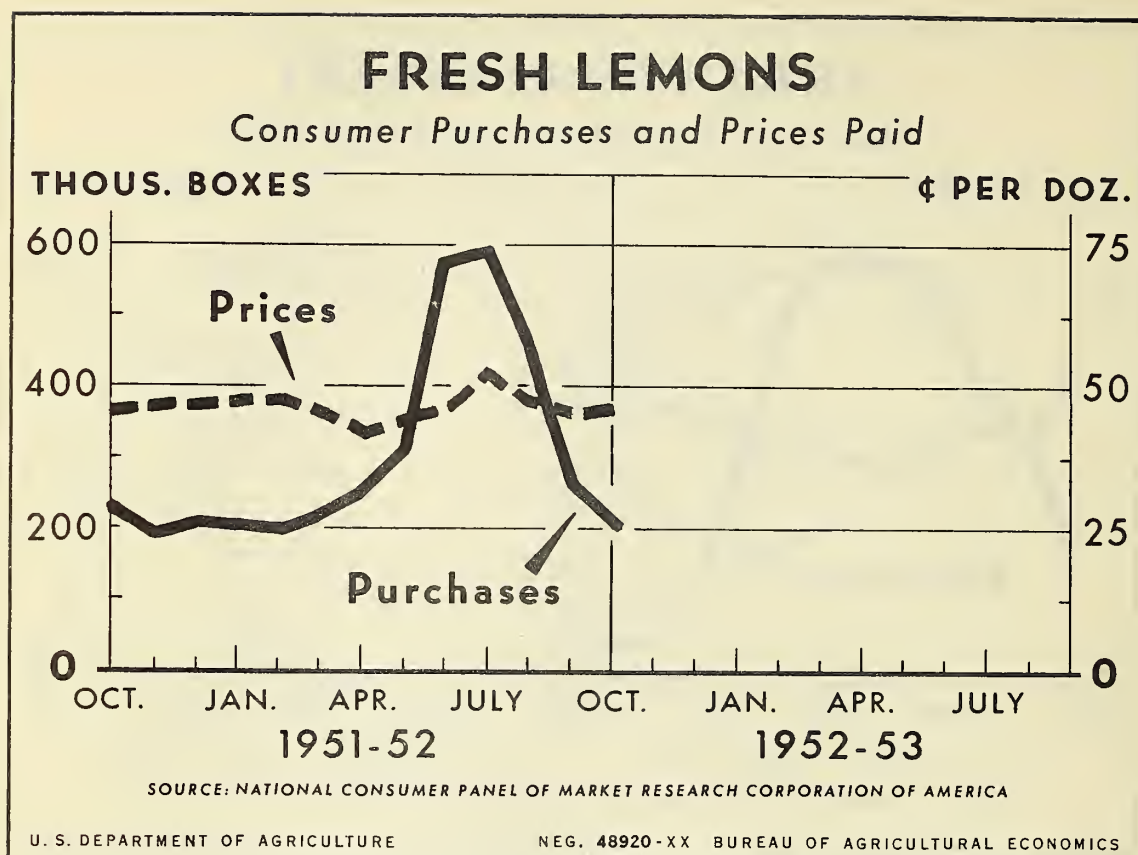


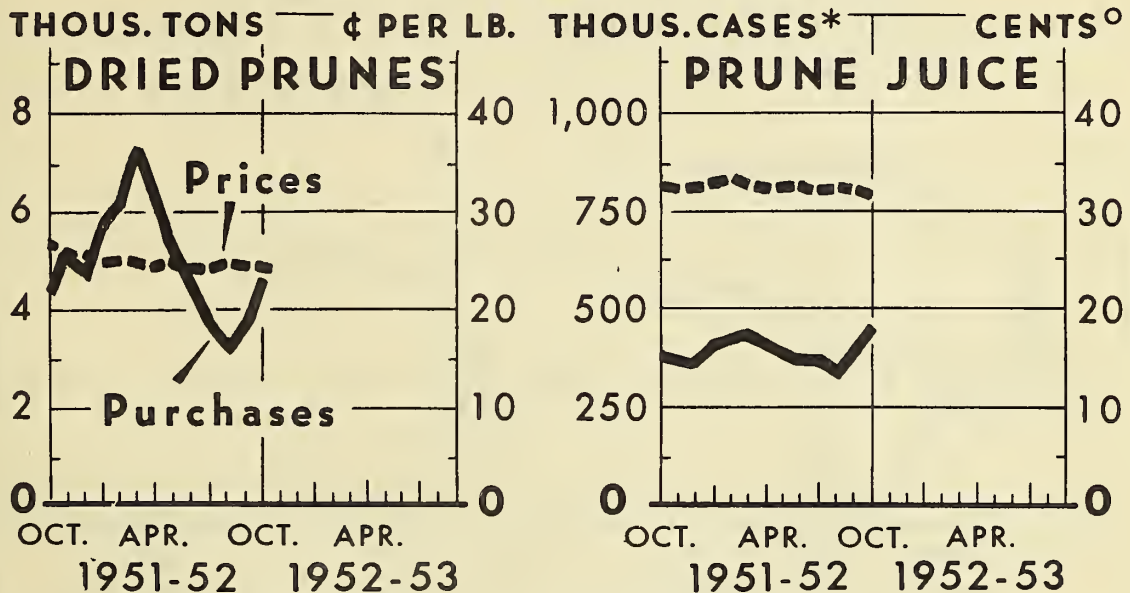
Fig. 8.--Fresh lemons: Consumer purchases and average prices paid, October 1951 to date

Period	Purchases		Average prices per dozen	
	1952-53	1951-52	1952-53	1951-52
	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>Cents</u>	<u>Cents</u>
October	209	236	45.7	45.2
November		192		46.7
December		209		46.8
October-December ^{1/}		683		
January		206		47.4
February		202		47.8
March		218		45.9
October-March ^{1/}		1,369		
April		251		42.9
May		308		44.2
June		577		45.6
October-June ^{1/}		2,589		
July		598		51.5
August		452		47.8
September		269		45.4
Season ^{1/}		4,012		

^{1/} The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

DRIED PRUNES & PRUNE JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

NEG. 48921-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 9.--Dried prunes and prune juice: Consumer purchases and average prices paid, October 1951 to date

Period	Dried prunes				Prune juice			
	Purchases		Average prices		Purchases		Average prices	
	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52
	Tons	Tons	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October	4,650	4,391	24.7	26.5	447	373	31.8	32.6
November		5,184		25.8		362		32.5
December		4,793		25.4		357		32.5
October-December 2/		15,871				1,220		
January		5,884		25.0		396		32.3
February		6,292		25.1		415		32.9
March		7,276		24.5		435		32.5
October-March 2/		37,068				2,578		
April		6,410		24.5		417		32.2
May		5,412		24.7		379		32.1
June		4,351		23.7		363		32.3
October-June 2/		53,786				3,837		
July		3,692		24.1		363		31.8
August		3,176		24.5		333		32.2
September		3,701		24.6		398		32.0
Season 2/		65,142				5,011		

1/ Equivalent cases of 24 No. 2 cans - 432 ounces per case

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

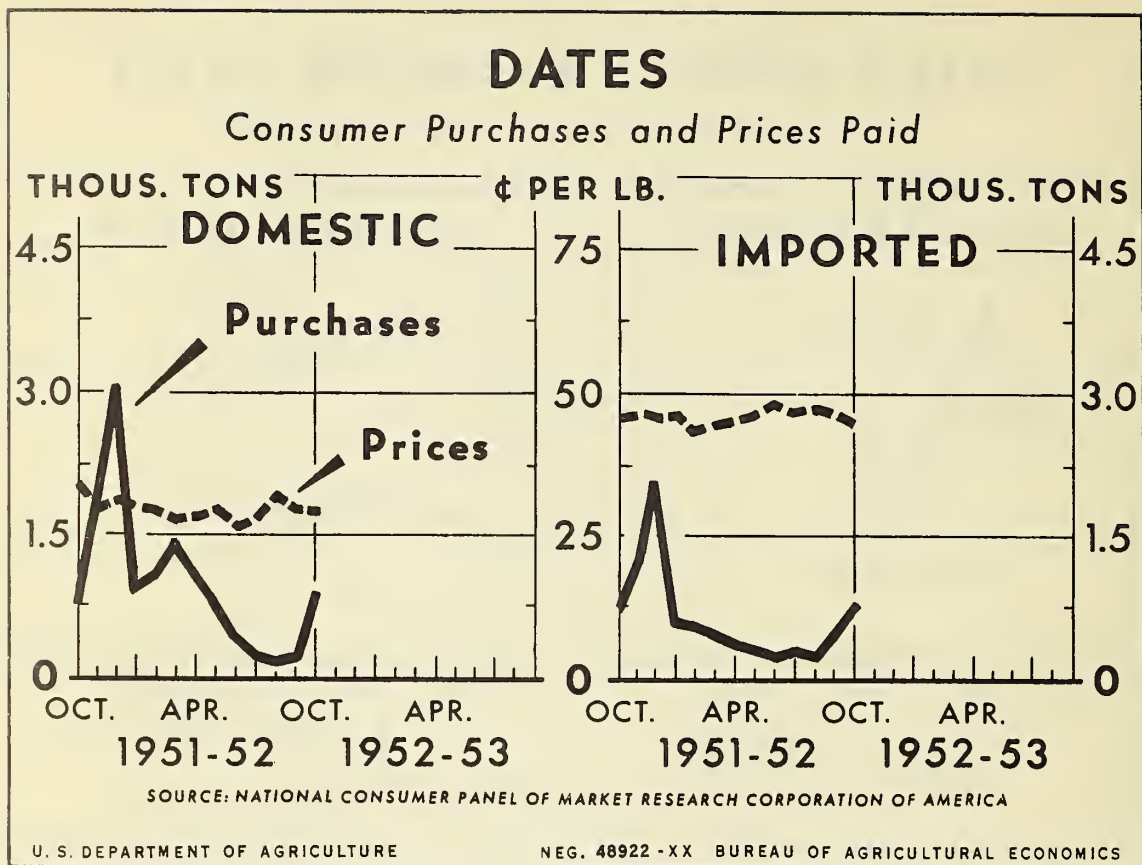


Fig. 10.--Dates: Consumer purchases and average prices paid,
October 1951 to date

Period	Domestic				Imported			
	Purchases		Average prices		Purchases		Average prices	
			per pound				per pound	
	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52
	Tons	Tons	Cents	Cents	Tons	Tons	Cents	Cents
October	887	768	29.5	33.7	750	761	44.9	45.2
November		1,906		29.6		1,254		46.2
December		3,041		30.6		2,069		45.7
October-December 1/		6,251				4,456		
January		939		29.3		559		46.0
February		1,086		28.9		555		43.3
March		1,407		27.3		446		44.3
October-March 1/		9,917				6,146		
April		1,072		27.9		362		45.2
May		814		28.5		288		46.1
June		408		26.2		216		48.0
October-June 1/		12,331				7,105		
July		238		27.9		271		46.7
August		149		31.6		216		47.6
September		201		29.8		479		46.1
Season 1/		12,969				8,132		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 1.--Canned single strength juices and ades: U. S. total consumer purchases and average price, October 1952 and 1951 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
	Percent 1952	Percent 1951	1,000 cases 1952	1,000 cases 1951	Purchases		Quantity per purchase			Ounces	Cents 1952
					Number 1952	Number 1951	Ounces 1952	Ounces 1951			
Canned juices											
Orange	13.3	16.9	1,375	1,728	1.8	1.7	57.5	61.8	46	28.8	26.7
Grapefruit	9.1	11.1	1,001	1,099	1.6	1.6	66.0	59.8	46	23.0	23.1
Orange & gpft. blend	4.7	6.4	450	611	1.6	1.5	60.4	62.1	46	26.4	25.0
Tangerine	.8	1.6	60	98	1.3	1.4	56.9	45.4	46	21.8	23.3
Lemon	2.6	2.3	57	42	1.3	1.3	16.4	13.1	5½	12.0	9.7
Apple	3.5	3.7	263	305	1.6	1.6	44.6	48.9	32	23.0	22.7
Grape	4.1	3.7	177	164	1.4	1.3	30.3	29.8	32	36.2	37.1
Pineapple	15.6	16.0	1,310	1,323	1.5	1.5	54.4	50.6	46	29.1	31.9
Prune	6.7	6.1	447	373	1.7	1.7	36.8	34.4	32	31.8	32.6
Tomato	18.8	17.7	1,561	1,643	1.6	1.7	51.0	51.5	46	27.6	27.3
Vegetable combination	3.3	3.1	169	191	1.3	1.4	35.7	40.1	46	38.6	38.8
Other juices	2/	2/	311	279	2/	2/	39.2	32.8	46	38.1	40.6
Total	50.0	51.6	7,181	7,856	2.8	2.9	50.6	50.8			

1/ Equivalent cases of No. 2 cans - 432 ounces per case.

2/ Information not available.

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Table 2.--Frozen concentrated juices and ade bases: U. S. total consumer purchases and average price, October 1952 and 1951 (4-week period).

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
					Purchases		Quantity per purchase				
	Percent 1952	Percent 1951	1,000 gallons 1952	1,000 gallons 1951	Number 1952	Number 1951	Ounces 1952	Ounces 1951	Ounces	Cents 1952	Cents 1951
Frozen concentrated juices											
Orange	27.4	22.1	3,871	2,608	2.4	2.4	16.2	14.1	6	16.1	20.4
Grape	3.1	2.7	169	111	1.6	1.5	10.1	8.1	6	22.5	23.3
Other concentrates	1/	1/	78	63	1/	1/	10.0	1/	6	18.8	18.0
Total	28.7	23.3	4,224 2/	2,891 2/	2.7	2.7	15.5	13.6			
Ade bases											
Frozen Lemonade	2.5	2.3	160	156	1.4	1.5	12.5	11.9	6	17.6	14.9
Shelf pack Lemonade	.2	.5	12	20	1.0	1.1	15.0	10.6	6	11.9	14.1

1/ Information not available.

2/ Total quantity includes a small amount of purchases of frozen concentrated grapefruit and orange-grapefruit blended juices.

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Table 3.--Fresh citrus fruit: U. S. total consumer purchases and average price, October 1952 and 1951 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per pound	
					Purchases		Quantity per purchase			
	Percent 1952	Percent 1951	1,000 boxes 1952	1,000 boxes 1951	Number 1952	Number 1951	Number 1952	Number 1951	Cents 1952	Cents 1951
Orange										
California-Arizona	19.0	27.3	933	1,371	2.1	2.2	12.2	11.6	43.3	47.0
Florida	3.8	4.9	138	166	1.5	1.4	11.9	12.1	42.4	40.7
Unidentified	6.2	7.9	174	266	1.5	1.5	9.8	11.1	47.2	45.3
Total	26.6	35.2	1,261 1/	1,824 1/	2.1	2.2	11.8	11.5	43.7	46.2
Grapefruit										
California-Arizona	2.4	3.6	78	101	1.4	1.5	4.8	3.6	81.3	102.8
Florida	6.5	7.0	213	214	1.5	1.5	3.4	3.4	103.7	103.6
Unidentified	8.1	9.8	228	248	1.4	1.4	3.4	3.2	108.3	109.6
Total	15.7	18.9	545 1/	606 1/	1.6	1.7	3.6	3.3	99.0	106.0
Tangerines 2/	-	-	-	-	-	-	-	-	-	-
Lemons	18.0	20.2	209	236	1.6	1.6	5.9	5.7	45.7	45.2
Limes 2/	-	-	-	-	-	-	-	-	-	-
Total	42.2	50.3	2,015 2/	2,666 3/	2.6	2.9	8.3	8.4	49.9	51.2

1/ Includes small purchases of Texas fruit.

2/ Too few purchases reported for analysis.

3/ Total does not include small purchases of limes.

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Table 4.--Dried fruit: U. S. total consumer purchases and average price, October 1952 and 1951 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per pound	
					Purchases		Quantity per purchase			
	Percent 1952	Percent 1951	Tons 1952	Tons 1951	Number 1952	Number 1951	Ounces 1952	Ounces 1951	Cents 1952	Cents 1951
Apricots	1.9	2.0	360	418	1.1	1.1	12.2	12.9	66.5	59.2
Dates										
Domestic	2.9	2.7	887	768	1.2	1.1	18.5	17.7	29.5	33.7
Imported	4.2	4.3	750	761	1.2	1.2	10.8	10.6	44.9	45.2
Unidentified	.4	.6	127	188	1.2	1.1	17.9	21.1	26.0	25.7
Total	7.4	7.5	1,764	1,717	1.2	1.2	14.1	13.9	35.8	37.8
Mixed dried fruit 1/	-	-	-	-	-	-	-	-	-	-
Peaches	1.4	1/	268	1/	1.2	1/	12.8	1/	43.5	1/
Prunes	11.3	11.7	4,650	4,391	1.3	1.2	22.7	22.1	24.7	26.5

1/ Too few purchases reported for analysis.

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